

Press release

January 2020

Porsche Design presents vibrant Sportswear Collection Spring/Summer 20

Dynamic Styles for Digital Nomads

Stuttgart. Unrestricted, confident, always on. The modern performer crosses the traditional boundaries between business and leisure, everyday life and training – with flexibility, power and style. Porsche Design presents a collection that perfectly embodies this cosmopolitan, ambitious way of life. The Porsche Design x PUMA sportswear styles for Spring/Summer 2020 combine state-of-the-art technology, dynamic design, and sustainable production to create something that is hyper-functional, performance-oriented and suitable to wear at all times.

Intelligent materials, technical functions, futuristic color-shifting effects and geometric lines shape the look. Urban asphalt grey and jet black are combined with neon mint and bright blue, creating a technical and fresh aesthetic, while accents in the color of the season, NRGY Peach, add a vibrant finish.

At the core of the collection are lifestyle and essential styles which perfectly adapt to the everyday life of cosmopolitan nomads. Reversible functions and travel-inspired details offer maximum flexibility alongside an exclusive, dynamic look. Eye-catching statement designs, including some made from luminous and iridescent fabrics, are a real highlight – literally.

The materials featured in the collection perfectly match the Zeitgeist: a fusion of natural fibers and recycled fabrics with highly functional technologies. In addition to familiar themes such as Thermore® Ecodown fibers made from recycled PET bottles and EvoKnit performance knit, this season will be the first to feature patented, thermoregulation 37.5® technology and the new Polartec® Ecofleece.

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Progressive design and sustainable elements characterize the Spring/Summer 2020 footwear styles. New silhouettes, transparent effects, and fresh colors add energy to city streets. The use of elements such as recycled materials, chrome-free leather and *midssoles with innovative algae technology in collaboration with BLOOM*, ensure that every step is powerful – but leaves the smallest possible ecological footprint behind. Innovative technologies are also incorporated in the cushioning systems. For example, hidden behind the name LQDCELL is stable cushioning that is especially effective in the heel and forefoot. HYBRID combines two proven technologies: IGNITE foam and NRGY beads. The NRGY beads provide instant cushioning while the IGNITE foam ensures reactivity. A collection that proves impressively that you do not have to race to be a leader.

The new Porsche Design Sportswear Collection Spring/Summer 2020 will be available worldwide in Porsche Design Stores and online at www.porsche-design.com and www.puma.com from March 2020.